

# ITALIAN SHOW DOWN



[italianshowdown.com](http://italianshowdown.com)



# 11th Edition



CrossFit  
LICENSED  
EVENT | 2026

## When

29-30-31 May 2026

## Where

Rimini - Adriatic Riviera, Northern Italy

## Venue

Rimini Expo Center, in conjunction with RiminiWellness  
Indoor Arena, Spectators Training Zone, Vendors Village

## Competition

In person event for Individuals and Doubles (Team of 2)  
3 Divisions for any fitness level: Beginner, Intermediate, Rx  
6 Age Groups in every division: from 18 to 60 yo and over  
NO online qualification, NO onsite elimination

## #1 CrossFit Event in Italy with thousands of athletes LIVE

Since 2016 representing the Italian Community in the official season of Sanctionals® and Licensed CrossFit® Events.

# Strong in Numbers



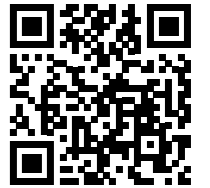
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100.000+ visits during the weekend

500.000+ social reaches & video views

## 2025 Aftermovie



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# Community Above All



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Athletes of all ages and levels take to the field to prove their strength, speed and ability in fitness-based challenges.

Anyone has the opportunity to test themselves live on the game floor, against their peers in specific ability categories.

No online qualification and no elimination during the event: all participants can give their best until the very last workout.

## New divisions, more inclusiveness, more fun for all

The 2026 Italian Showdown features Individual & Double competitions with 3 skill divisions based on fitness level (Beginner, Intermediate, Rx) and 6 Age Groups in each division (from 18 to 60 years of age and over).

## Even more people onsite

This will furtherly increase the number of athletes competing onsite and will renew the record of the italian competition with the largest number of in person participants and spectators.





# Venue



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The Italian Showdown is hosted at the Rimini Expo Center together with RiminiWellness, the world's biggest gathering devoted to fitness with **28** pavilions over **170.000** square meters indoor and outdoor, **300** companies, **2.000** hours of activities and over **100.000** visits.

# RIMINIWELLNESS

THE WELLNESS EXPERIENCE SHOW

# Partner Program



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Since 2016 the Italian Showdown has grown to be one of the largest fitness event in Europe, with thousands people coming from all over the world to compete or spectate.

We offer a full partner program based on preset levels of sponsorship or customized plans to meet the specific marketing and communication needs of any company.

## Branding

- Sponsorship designation
- Sponsor's brand placement around the game field
- Sponsor's brand placement on Competitors and Judges t-shirts
- Sponsor's brand placement on workouts and leaderboard

## Marketing

- Custom campaigns in emails to athletes and affiliates
- Co-creation of merchandise / T-shirts and gadgets
- Access to promotional items / Giveaways
- Vip passes / Spectator tickets / Athletes meet and greet

## Content

- Filming and broadcast rights
- Social live streaming rights
- Access to photo and video libraries
- Branding within videos

## Social

- Sponsor's logo and website link on official website
- Sponsor's specific social media posts
- Amplification of sponsor's posts through shares
- Engagement through online and onsite contests

## Products

- Space within the Vendors Village for retail and exhibition
- Supplied equipment and apparel used during event
- Sponsor's products used as prizes for event winners
- Sampling within athlete gift bags



# Seen on Television



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Icarus Ultra

sky SPORT HD



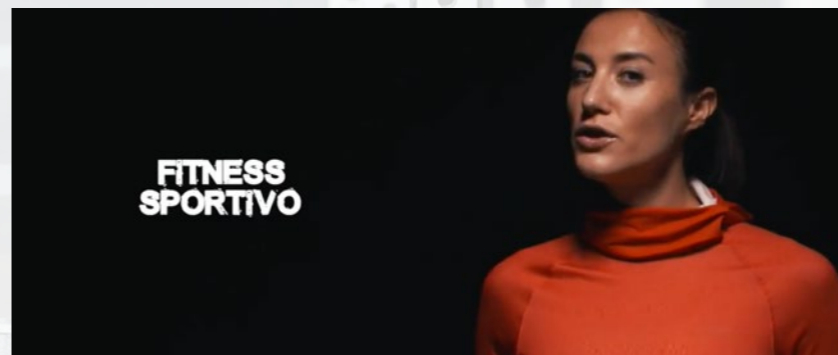
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Studio Aperto

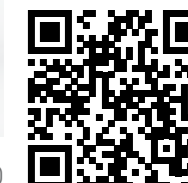


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Back

Rai Sport



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# A-Z Partners 2016/25



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APP Palestre	EcoPlus	Myléore	Retik
Assault Fitness	ESN	Neroristretto	RockTape
Barbell Rebel	FitAid	Net Integratori	Ronin Tape
Big One Evolution	Fittest Freakest	Northern Spirit	Rotowash
Born Primitive	Foodspring	Nutrimuscle	Skullfit
Box Legion	Garmin	Only Sport	Stamina Fitness
BoxBar	Gensan	Progenex	Taste Nirvana
Caffè e Creatina	Hyperlce	Pro Up 20	Top Level Sport
Casca Rija	inov8	Prozis	Trigger Point
Chalk Beast	Isey Skyr	Puori	Velites
Compex	Lift-Rx	R-venge	Virus Performance
Concept2	Lithe Apparel	R-Forced	Visit Rimini
Crossfeet	MealRep	Reebok	Wellwod
Danver	Mercedes Benz	Reeva	Wodabox
Dr Wod	Mitsubishi Motors	Rehband	Xenios USA





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